

A computer in a control center is connected via a user terminal. Merchandise data contents of magazine articles supplied by publishers, etc. are stored in a server computer in the control center and when a request for delivery of merchandise data contents is made from a terminal, the server computer duplicates the merchandise data contents stored and creates delivery data contents by adding user-specific data. Delivery data contents are stored in a directory assigned for each user (member). When a user requests a download, the server computer reads out the delivery data contents stored in the member directory and transmits it to a terminal. By this, merchandise data contents are securely distributed to users.